

## News release

# Innovative treatments and natural products are at heart of Zara Spa's success.

Tala Bay (Jordan) February 2013- Zara Spa brings a new dimension to spas in the Middle East with a range of award-winning treatments and innovative well-being experiences.

Based at Mövenpick Resort & Spa Tala Bay Aqaba, Zara Spa has everything a guest could require whether they are looking to rebalance their spirits, reinvigorate their bodies or simply enjoy an indulgent beauty treatment.

In addition to traditional treatments, Zara Spa has revolutionised Jordan's spa landscape with experiences such as the 'Ice Fountain' that stimulates circulation and tightens the skin as well as 'Experience Showers' that completely revitalise the body through the inventive use of light and fragrance.

The treatments were pioneered by Zara Spa's sister outlet based at the Mövenpick Resort & Spa Dead Sea which has consistently been voted one of the best spas in the Middle East by readers of *Condé Nast Traveller Magazine*.

When Zara Spa opened at Tala Bay in 2010 it was instantly a success due to its combination of innovative and traditional treatments as well as its extensive range of locally sourced Dead Sea and Thalgo beauty products.

The spa covers 1,200 sqm and features 11 different types of treatment rooms. These include a sky-light hydro pool, honeymoon suite, a relaxing sauna, skin-enhancing steam rooms, natural products shop, beauty salon, nail studio and relaxing tranquillity areas.

### **Skin treatments:**

Using mainly naturally sourced local products, Zara Spa's body and face treatments range from anti-aging mud facials using Dead Sea ingredients and algae facials designed to rebalance the skin to Thalgo body treatments which reduces cellulite and marine wraps that detoxify the body.

### **Massages:**

Zara Spa's reputation for massage excellence is underlined by treatments such as reflexology which targets body pressure points to improve energy levels; massages featuring aromatherapy oils to gently ease away tension and classic Ayurveda that stimulates the body through pressure point massage.

**Hydrotherapy:** The underwater jets of the naturally illuminated hydro pool are perfect for stimulating the entire body while the spa's famous bliss baths offer the ultimate in watery indulgence.

**Beauty treatments:** Zara Spa's salon provides hair treatments from colouring to styling; waxing treatments; professional make-up; manicures and pedicures and nail care.

**Steam baths and sauna:** Cleansing, relaxing, invigorating, Zara Spa's steam treatments include the use of blossom extracts to invigorate respiration and natural wood aromas in the sauna to nourish the skin.

**Experience showers:** Using a combination of immersive waters, unique fragranced scents, coloured lighting and a range of showerhead pressures, the body's blood circulation is boosted and the skin is tightened.

**Crushed Ice Fountain:** After the invigoration of a warming sauna or steam bath, the Zara Spa's famous Ice Fountain provides a life-enhancing blast of Alpine cool.

**Tranquillity rooms:** With comfortable heated seats and waterbeds, Zara Spa's tranquillity rooms offer the ultimate chill-out zone after an invigorating treatment.

Whatever a guest requires – whether it's a great way to relax, a perfect beauty treatment or a wonderful way to invigorate their spirits – Zara Spa offers the ideal experience.

**Ends.**

**About Mövenpick Hotels & Resorts:**

Mövenpick Hotels & Resorts, an international upscale hotel management company with over 16'000 staff members, is represented in 24 countries with 80 hotels, resorts and Nile cruisers currently in operation. Around 30 properties are planned or under construction, including Chiang Mai and Koh Samui (Thailand), Istanbul (Turkey), Shanghai (China), and Marrakech (Morocco).

Focusing on expansion in its core markets of Europe, Africa, the Middle East and Asia, Mövenpick Hotels & Resorts specialises in business and conference hotels, as well as holiday resorts, all reflecting a sense of place and respect for their local communities. Of Swiss heritage and headquartered in Zurich, Mövenpick Hotels & Resorts is passionate about delivering premium service and culinary enjoyment – all with a personal touch. Committed to sustainable environments, Mövenpick Hotels & Resorts has become the most Green Globe certified hotel company in the world.

The hotel company is owned by the Mövenpick Holding (66.7%) and the Kingdom Group (33.3%). For more information please visit [www.moevenpick-hotels.com](http://www.moevenpick-hotels.com).

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